



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

IN RE: Patent Application Serial No. 09/815,893  
FILED: March 23, 2001  
INVENTOR(S): George Harry Hoffman  
Anthony Frank Menninger  
TITLE: SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR  
DATA-SPECIFIC ADVERTISING IN A SUPPLY CHAIN  
MANAGEMENT FRAMEWORK  
ATTORNEY  
DOCKET NO.: 41556/04016 (RSI1P028)

**POWER OF ATTORNEY**

Assistant Commissioner for Patents  
Washington, DC 20231

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